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#### April's Feature Article

### How to Turn Your Firm's Website into a Lead Generating Machine

By Scott Johnson, Principal, Rock Creek Strategic Marketing & Allan Colman, President, The Closers Group

Today's professional services firms find themselves competing in a crowded marketplace, selling benefits that are often intangible and services that are difficult to measure. Attracting new clients is increasingly difficult given shrinking marketing budgets and increasing pressure to perform.

[Build Your Lead Generating Machine Today »](#)

#### Closer's Group Website - Red Zone Links

- [Rapid Assessment](#)
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#### Attorney Marketing Myths

### "If I Do Speeches and Write Articles, That's All the Legal Selling I Need"

Oh contraire. Law firm marketing to generate business requires a confluence of public relations activities (like conducting speeches and writing articles), advertising, and good old fashioned schmoozing. There's no way of getting around it. At every interaction, effective business development requires law sellers to implement some call to action.

[Dozens of Other Myths are Busted at Our Blog »](#)

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you need to stand  
above the  
competition



#### Published Articles by the Closers Group

### Fostering Diversity in a Skeptical Marketplace

By Allan Colman, [Diversity Executive](#), Jan 2009

Diversity is about doing well by being good, whether selling or performing services. In this process, diversity must be perceived not as an adjunct to business strategy, but as its heart.

[Discover How to Leverage Diversity »](#)

#### Tip of the Month

Business development consultants should present seminars and workshops which emphasize knowing and understanding the clients' businesses, tactics for...

[Uncover the Full Tip »](#)

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